

# JETRO HOUSTON

An Office of Japan External Trade Organization

1221 McKinney Street, Suite 4141, Houston, Texas 77010

Tel: 713-759-9595

Fax: 713-759-9210

E-mail: [inqu-hou@jetro.go.jp](mailto:inqu-hou@jetro.go.jp)

[www.jetro.org](http://www.jetro.org)

June 8, 2011

U.S. Department of Justice/NSD  
FARA Registration Unit  
600 E Street, N.W. - BICN Building  
Room 1301  
Washington, D.C. 20530

RE: JETRO, Houston: Registration #2277  
Submission of Informational Material

Dear Sir/Madam:

Pursuant to Section 4(a) of the Foreign Agents Registration Act of 1938, as amended, JETRO Houston submits herewith copies of the informational material distributed by our office on behalf of Japan External Trade Organization as attached.

If you have any questions relating to this matter, please contact the undersigned.

Very truly yours,



Makoto Kimura  
Chief Executive Director

Enclosure: JETRO-Houston *e-Newsletter* Vol. III, No. 2  
for the Summer of 2011

NSD/CES/REGISTRATION  
UNIT  
2011 JUN 14 PM 12:11



# JETRO-Houston

U.S. South Central Region

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JETRO  
Japan External Trade Organization

INVEST JAPAN

JETRO's e-Newsletter for Arkansas, Louisiana, Mississippi, Oklahoma and Texas

Vol. III, No. 2 • Summer 2011

## Letter from the Chief



Makoto Kimura

It seems that most of the interest in the aftermath of the March 11 earthquake, tsunami and nuclear accident concerns the disruption of the supply chain. Some companies have adjusted delivery dates, identified alternative inventory sources or increased production amounts at factories in

other areas to meet production goals.

Generally speaking, manufacturing facilities affected by the earthquake and/or rolling blackouts have resumed their operations. Even companies that have not yet restored their production bases have used their stock inventory, alternative plants or materials or added imports to produce their products to avoid or minimize adverse effects. As a result, little impact on the global supply chain is expected.

For example, companies producing raw materials, intermediate goods, components and end-products are reporting more favorable conditions, with improvement in most industries expected by July. There are no negative influences on the production of electronics such as flat-panel TVs, mobile and smart phones and lithium-ion batteries, etc. Tablet PC production and delivery, and the schedule for mass production of wafer fabrication, have been accelerated.

In the aftermath of the disaster, some of the factories in the automobile sector temporarily downsized or ceased operations, but many of them have resumed operations with adjusted plans. Aluminum rolling factories have resumed full-scale production and, in fact, some manufacturers are exceeding their pre-disaster performance. We even note a trend in the growth of external demand for machinery orders, and the aircraft industry expects to achieve full-scale output in June.

## Inside this Issue

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Joint Briefing on Great East Japan Earthquake

Virtual Pop Star U.S. Debut

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From the Japanese Embassy in Washington, D.C., **Kenji Goto**, Minister of Economy, Trade, Industry and Energy, spoke about the nuclear plants and radiation levels in and around the major cities in Japan. He presented a "roadmap towards restoration" and addressed the key challenges of cooling down the reactors to contain the spread of radioactive substances in the sea, soil and atmosphere. Radioactivity levels that rose on March 15 have since fallen and remain low.

Regarding the impact on energy supply and demand in Japan, Goto said Tokyo Electric Power Company (TEPCO), which supplies electricity to an area with 42 million people and home to 40% of Japan's GDP, reported that 40% of its generation capacity was lost after the earthquake and tsunami. However, TEPCO now forecasts energy supply this summer will meet pre-earthquake levels.

Also from the Embassy of Japan, First Secretary **Tadayuki Mizutani** related the rigorous and intensive monitoring that has been instituted to ensure the safety of food products and drinking water. Addressing the safety of food products imported from Japan to the U.S., Mizutani said that the Japanese government has been cooperating closely with the U.S. Food and Drug Administration (FDA).

Consul **Hirotaka Mori**, Transportation Attaché with the Consulate-General of Japan in New York, referred to the conditions at Japan's airports and emphasized that the current level of radiation doses at Tokyo's airports at Narita and Haneda are at a very safe level to health. He also discussed the current safe levels of radiation at the seaports in Tokyo Bay.

**Keiichi Kawakami**, Deputy Director-General for the Manufacturing Industries Bureau with the Ministry of Economy, Trade and Industry (METI), addressed the activities of Japan's industry to revive the supply chains and commented that "many companies in the world have been watching the recovery." He reported that 60% of the

affected firms have already finished restoration, and other production bases are on the way to resumption. His remarks focused heavily on the electronics industry and noted the minimal effects given the supply of inventory. Kawakami's presentation focused on the stricken coastal industrial region and how component factories are being brought back into operation one-by-one. His wide-ranging comments also referenced the revival of the supply chain for the aircraft, automobile and energy sectors.

Regarding inbound tourism, **Shuichi Kameyama**, Executive Director of the Japan National Tourism Organization, reported that the number of visitors to Japan from overseas plummeted by 50% after March 11. Kameyama said the best way to help Japan now is to visit Japan.

For updates, travelers visiting Japan may consult a dedicated Web site established by the Japan National Tourism Organization (<http://www.jnto.go.jp/eq/eng/>).

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Regarding recent events in Japan, Baker remarked that he was quite confident that the will and spirit of the Japanese people would prevail and, "speaking from a real-time experience, the United States has never had a better or a closer ally than Japan in the last sixty-six years, some as close, but never any that's any better or closer than Japan."



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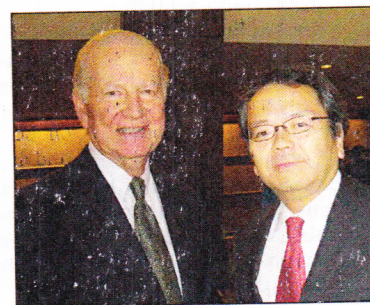
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